

IU Department of Theatre, Drama, and Contemporary Dance  
Season Artwork Policy  
[as-of 5.10.2022]

In the course of each academic year, the Department of Theatre, Drama, and Contemporary Dance (the Department) generates one representative piece of visual publicity and marketing media (Season Artwork) for each published production in its main stage presentations. In addition, the Department generates one representative piece of visual publicity and marketing media (Season Artwork) for the main stage presentations of the Department's annual At First Sight: A Festival of New Works (AFS Festival). Below, you will find this policy's detailed guidelines.

Terms and Definitions

- **Main stage presentation:** a production during the academic year which is produced and supported by the Department and takes place in the Ruth N. Halls Theatre, the Wells-Metz Theatre, the Studio Theatre, or other designated space. See "Tiers of Production Support" document (available from Design & Technology faculty area head) for further information regarding definitions of "produced and supported."
- **At First Sight: A Festival of New Works:** the AFS Festival generally consists of one Department-produced new play by the current third-year M.F.A. candidate in Playwriting, one Department-produced new play by the current second-year M.F.A. candidate in Playwriting, one staged reading by the current first-year M.F.A. candidate in Playwriting, a series of undergraduate short readings by current undergraduate students, and any additional planned panels or engagements planned by Playwriting and/or Dramaturgy students under the guidance of the Department Dramaturg and HTL Faculty. This schedule of AFS Festival events may be subject to change depending on current graduate student makeup.
- **Season Art Committee:** this committee is made up of the Department Chair, the Department Project Manager, the Department Dramaturg, and the Department Artist, who is responsible for generating the Season Artwork.

Detailed Season Artwork Guidelines

Context: Academic season programming takes place over the course of the prior academic year.

- Once the upcoming season programming has been selected, the Season Art Committee meets to discuss the overall cohesion of Season Artwork and Branding for external communication with the University and Bloomington communities.
  - The Season Art Committee seeks to create publicity material that engages with each work's dramaturgical context while also considering how the Season Artwork resonates as a whole.
- First drafts of Season Artwork (designed and generated by the Department Artist) are presented to the Season Art Committee by February during the academic season prior to the upcoming main stage season for which Season Artwork is being designed.
- Assigned production-specific creative team members shall not be consulted regarding Season Artwork. Season Artwork is developed in conversation by the Season Art Committee.
- The AFS Festival Season Artwork will consist of one single image to represent the AFS Festival as a cohesive unit. The Department shall not create production-specific publicity and marketing media for individual productions within the AFS Festival, nor shall the Department Marketing team use student-generated imagery to create official Department social media AFS Festival advertising or Department website content.
- The Department Marketing team will generate all format-specific versions of the Season Artwork for marketing and publicity purposes, based solely on the original Season Artwork content.